

AMENDMENT TO THE ABSTRACT

Please replace the existing abstract with the following new abstract:

Abstract

A system and method for selecting an advertisement in real time, and superimposing the advertisement in real time onto a web page. The web page includes a reference to an advertisement server representing a request for an advertisement from the advertisement server. When a browser parses the web page, it invokes the advertisement server to select an advertisement from among a plurality of advertisements. The selection is based on real-time bidding among advertisers. The selected advertisement is transmitted to the browser, where it is superimposed onto the web page.